STATISTIK AUSTRIA
Die Informationsmanager

IKT Einsatz in Unternehmen

# Paper questionnaire on the use of information and communication technologies (ICT) 2025

Latest submission date: 28 March 2025

**Address of the enterprise:**

ID E → see letter, top right

Name of the enterprise

Street and house/building number

Postcode

City

**Please fill in your contact information:**

☐ Mr. ☐ Mrs./Ms. ☐ Other

Name

E-mail

Phone

May Statistics Austria save your contact information for the next ICT surveys? ☐ Yes ☐ No

If you agree and your company is selected to participate in the ICT survey again, we will be able to send the ICT survey documents directly to you. Your information will be used exclusively for the ICT survey and will not be passed on to third parties.

**Would you prefer to complete the questionnaire online and barrier-free? (only German version available)**

You can find the web questionnaire at: **https://portal.statistik.at**
You find your login name and password on your invitation letter.

More information on the next page →

## 1. Access and use of the internet

### 1.1 How many persons employed in your enterprise have access to the internet?

Include owners and management. Include access to the internet via fixed connections to the internet as well as via mobile connections.

a) Number of persons employed[1] with internet access _____

or

b) % of persons employed[1] _____ %

[1] See page 10

➔ If this does not apply to any persons employed in your enterprise, please enter "0" and continue with **question 6.1.**

| | Yes | No |
|---|---|---|
| **1.2 Does your enterprise use any type of fixed connection to the internet?** | ☐ | ☐ |

Fixed connection to the internet such as DSL, cable, fiber optic, leased line.

➔ If you answered "No" to question 1.2, continue with **question 1.4.**

### 1.3 What is the maximum contracted download speed of the fastest fixed internet connection of your enterprise?

❗ Please tick one answer only.

a) Less than 30 Mbit/s ☐

b) From 30 Mbit/s to less than 100 Mbit/s ☐

c) From 100 Mbit/s to less than 500 Mbit/s ☐

d) From 500 Mbit/s to less than 1 Gbit/s ☐

e) At least 1 Gbit/s ☐

| | Yes | No |
|---|---|---|
| **1.4 Does your enterprise have a website?** | ☐ | ☐ |

Please also answer "yes" if the parent company, another enterprise within the enterprise group or franchisor has a website which lists either your enterprise or the services or products your enterprise offers.

➔ If you answered "No" to question 1.4, continue with **question 1.6.**

### 1.5 Does the website contain any of the following?

| | Yes | No |
|---|---|---|
| a) Description of goods or services or price information | ☐ | ☐ |
| b) Online ordering, reservation or booking system | ☐ | ☐ |
| c) Possibility for customers to customise or design online goods or services | ☐ | ☐ |
| d) Order or delivery status of orders or bookings | ☐ | ☐ |
| e) Personalised content on the website for repeat visitors | ☐ | ☐ |
| f) Chat service for customer support (real-time) | ☐ | ☐ |

The chat service can be provided either by a person, virtual agent or chatbot.

| | | |
|---|---|---|
| g) Job advertisements or possibility to apply online | ☐ | ☐ |
| h) Multilingual website content | ☐ | ☐ |

**1.6 Does your enterprise use any socia media (e.g. Facebook, Instagram, X, LinkedIn, Xing, YouTube, Snapchat, TikTok)?** Yes ☐ No ☐

Requires your own profile or account on the social media channel.

## 2. E-Commerce sales

E-Commerce sales are defined as sales, orders or bookings of goods or services via **websites, apps or e-commerce marketplaces (web sales)** oder **EDI-based systems.**

**Excluded** are sales, orders or bookings made by e-mails which are not created automatically. Payment and delivery may be done online or offline.

### Web sales

**Included** are sales, orders or bookings of goods or services via **your enterprise's websites or apps** (online store [web shop], web forms, extranet, booking or reservation applications) and **e-commerce marketplaces** (third-party websites or apps).

**2.1 Did your enterprise sell goods or services via the internet or receive orders in this way in 2024?**

| | Yes | No |
|---|---|---|
| a) Via your enterprise's own websites or apps | ☐ | ☐ |
| Including websites or apps of the parent company or another enterprise within the enterprise group. | | |
| b) Via e-commerce marketplaces (e.g. Booking, Amazon, willhaben.at, shöpping.at, Alibaba, Rakuten, TimoCom, Lieferando, Too Good To Go) | ☐ | ☐ |
| Third-party websites or apps that are used by several enterprises to sell goods or services. | | |

➔ If you answered "No" to both categories in question 2.1, continue with **question 2.7.**

**2.2 Please enter the turnover from all sales or orders received by your enterprise via the internet in 2024:**

a) In 1 000 euros _____

or

b) In % of total turnover[2] 2024 _____ %

[2] See page 10

**2.3 Please allocate the turnover from all sales or orders received by your enterprise via the internet in 2024 according to the distribution channel (in percent):**

a) Via your enterprise's websites or apps _____ %

Including websites or apps of the parent company or another enterprise within the enterprise group.

b) Via e-commerce marketplace websites or apps (e.g. Booking, eBay, Amazon, willhaben.at, shopping.at, Alibaba, Rakuten, TimoCom, Lieferando) _____ %

Websites or apps that are used by various enterprises to sell goods or services.

**Total** (a + b) **100** %

**2.4 Please allocate the turnover from all sales or orders received by your enterprise via the internet in 2024 according to the type of customer (in percent):**

a) Private consumers (B2C) _____ %

b) Other enterprises (B2B) or public sector (B2G) _____ %

**Total** (a + b) **100** %

**2.5 Please allocate the turnover from all sales or orders received by your enterprise via the internet in 2024 according to the location of the customer (in percent):**

a) Austria _____ %

b) Other EU countries _____ %

c) Countries outside the EU (worldwide) _____ %

**Total** (a + b + c) _____ **100** %

If you answered "No" to category b) in question 2.5, continue with **question 2.7.**

**2.6 Did your enterprise experience any difficulties selling goods or services via the internet to other EU countries in 2024?**

| | Yes | No |
|---|---|---|
| a) High delivery or return costs when selling to other EU countries | ☐ | ☐ |
| b) Difficulties related to complaints or disputes when selling to other EU countries | ☐ | ☐ |
| c) Adapting product labelling for sales to other EU countries | ☐ | ☐ |
| d) Lack of language skills to communicate with customers from other EU countries | ☐ | ☐ |
| e) Restrictions from your business partners to sell to other EU countries | ☐ | ☐ |
| f) Difficulties related to tax issues when selling to other EU countries | ☐ | ☐ |

## Sales via EDI-based systems

Sales via EDI-based systems (EDI = Electronic Data Interchange) are: **Sales, orders, bookings** that are created by the business system of a customer and transmitted directly (or via an EDI service provider) to the business system of your enterprise.

The message to be transmitted is not typed manually, but **created automatically.** It conforms to an agreed format or standard format (e.g. XML, EDIFACT) which enables **automated processing** (including automated demand-based orders).

**2.7 Did your enterprise sell goods or services via EDI-based systems (e.g. XML, EDIFACT) or receive orders in this way in 2024?**

| Yes | No |
|---|---|
| ☐ | ☐ |

If you answered “No” to question 2.7, continue with **question 3.1.**

**2.8 Please enter the turnover from all sales or orders received by your enterprise via EDI-based systems (e.g. XML, EDIFACT) in 2024:**

a) In 1 000 euros _____

or

b) in % of total turnover[3] _____ %

[3] See page 10

## 3. Cloud Computing Services

Cloud computing services are ICT services such as software, storage capacity or computing power that are **provided via the internet.** These services

- are used via servers of service providers rather than via one's own server,
- can be used via Virtual Private Networks (VPN),
- can be easily modified on-demand and used by the enterprise (e.g. change of the number of users or the storage capacity) and
- can be paid for based on the number of users or based on the capacity used (pay-per-use concept).

| | Yes | No |
|---|---|---|
| **3.1 Does your enterprise use any paid cloud computing services?** | ☐ | ☐ |

If you answered "No" to question 3.1, continue with **question 4.1.**

| **3.2 Does your enterprise use any of the following paid cloud computing services?** | Yes | No |
|---|---|---|
| a) E-Mail as a cloud computing service | ☐ | ☐ |
| b) Office software as a cloud computing service (e.g. word processors, spreadsheets) | ☐ | ☐ |
| c) Finance or accounting software as a cloud computing service | ☐ | ☐ |
| d) ERP software as a cloud computing service<br>Enterprise Resource Planning – software that centrally manages and optimises internal resources in real-time. | ☐ | ☐ |
| e) CRM software as a cloud computing service<br>Customer Relationship Management – software that manages information with the aim of gaining and maintaining customers. | ☐ | ☐ |
| f) Security software as a cloud computing service (e.g. antivirus software, authenticator software or network access control) | ☐ | ☐ |
| g) Enterprise's databases as a cloud computing service | ☐ | ☐ |
| h) Storage space as a cloud computing service (e.g. for documents, pictures, audio or back-up of databases) | ☐ | ☐ |
| i) Computing power as a cloud computing service (e.g. for the operation of the enterprise's own software) | ☐ | ☐ |
| j) Computer platforms that provide an environment for the development, deployment or testing of software applications as a cloud computing service (PAAS – platform as a service; e.g. software modules, application programming interfaces [APIs]) | ☐ | ☐ |

## 4. Data utilisation and data analytics

### Data utilisation

| | Yes | No |
|---|---|---|
| **4.1 Does your enterprise use ERP software?** | ☐ | ☐ |

ERP software (Enterprise Resource Planning) manages and optimises internal resources. Various functional areas of the enterprise can access centrally stored information in real-time (e.g. materials management, production, marketing, finance and accounting or human resources). The ERP software can be off-the-shelf software, customised for the enterprise or developed in-house.

| | Yes | No |
|---|---|---|
| **4.2 Does your enterprise use CRM software?** | ☐ | ☐ |

CRM software (Customer Relationship Management) manages information about customers (e.g. prior interactions, shopping habits, interests) and is used to maintain or gain customers or to optimise sales processes).

Yes No

**4.3 Does your enterprise use BI software?** ☐ ☐

BI software (Business Intelligence) accesses and analyses internal or external data. The results of the analyses are presented in reports, dashboards, tables, graphs or maps in order to make decisions or develop strategies.

## Data Analytics

Data analytics involves the use of methods, algorithms and software to analyse data. Data analytics makes it possible to derive patterns, trends and findings or to make predictions. The data can come from the enterprise's own data sources or external data sources (e.g. from suppliers, customers or public administration).

Yes No

**4.4 Does your enterprise perform data analytics itself?** ☐ ☐

The data can come from the enterprise's own or external data sources.

If you answered "No" to question 4.4, continue with **question 4.6.**

**4.5 Which data does your enterprise use for data analytics?**

Yes No

a) Data from transaction records for data analytics
e.g. data about sales or payments ☐ ☐

b) Customer data for data analytics
e.g. shopping habits, preferences, location, reviews or search queries ☐ ☐

c) Data from social media for data analytics
e.g. profile information, comments, videos or images ☐ ☐

d) Publicly available data from the internet for data analytics
e.g. data from search engines, web scraping data ☐ ☐

e) Location data from mobile devices or vehicles for data analytics
e.g. mobile phone data, GPS data ☐ ☐

f) Data from smart devices or sensors for data analytics
e.g. internet-connected sensors in machines, smart meters, RFID tags ☐ ☐

g) Publicly available data from public authorities (open data) for data analytics
e.g. data on the population or enterprises, weather, traffic ☐ ☐

h) Satellite data for data analytics
e.g. satellite imagery, navigation or position signals ☐ ☐

Excluded are location data from mobile devices or vehicles.

Yes No

**4.6 Does an external enterprise or other organisation perform data analytics on behalf of your enterprise?** ☐ ☐

The data can come from the enterprise's own or external data sources.

## 5. Artificial Intelligence (AI)

Artificial Intelligence (AI) refers to technologies that mimic **intelligent behaviour.** AI technologies can perform defined tasks **partially or fully autonomously.**

AI technologies include both **purely software-based systems** (e.g. text, speech or image recognition, automated data analysis) as well as **software-based systems that are integrated into autonomous devices** (e.g. autonomous robots or self-driving vehicles).

### 5.1 Does your enterprise use any of the following technologies based on artificial intelligence (AI)?

| | Yes | No |
|---|---|---|
| a) AI technologies analysing texts in written form (e.g. text mining, text recognition) | ☐ | ☐ |
| b) AI technologies converting spoken language into machine-readable format (speech recognition – natural language processing [NLP]) | ☐ | ☐ |
| c) AI technologies generating texts, language or programming codes (natural language generation [NLG]) | ☐ | ☐ |
| d) AI technologies generating pictures, videos, music or sound/audio | ☐ | ☐ |
| e) AI technologies identifying objects or persons in images or videos (image recognition, image processing) | ☐ | ☐ |
| f) AI technologies for automated data analysis (e.g. machine learning, deep learning) | ☐ | ☐ |
| g) AI technologies automating different workflows or assisting in decision making (e.g. AI based software robotic process automation [RPA]) | ☐ | ☐ |
| h) AI technologies enabling machines or vehicles to move autonomously and react to changes in the environment (e.g. autonomous robots, self-driving vehicles, autonomous drones) | ☐ | ☐ |

If you answered "No" to question 5.1, continue with **question 5.8.**

### 5.2 For which of the following purposes does your enterprise use AI technologies?

| | Yes | No |
|---|---|---|
| a) Marketing or sales<br>e.g. chatbots based on AI technologies for customer interactions, analyses of data on customers, market analyses or personalised adverts as well as price optimisation based on machine learning | ☐ | ☐ |
| b) Production or service processes<br>e.g. process optimization or predictive maintenance based on machine learning, product classification or quality control based on image recognition, autonomous drones or robots in the production processes | ☐ | ☐ |
| c) Management or organisation of business administration processes<br>e.g. automated scheduling or planning of resources, data analysis, strategic decision making, business forecasting, risk management, pre-selection of candidates or analyses of employee data/performance based on machine learning | ☐ | ☐ |
| d) Logistics<br>e.g. autonomous robots for warehouses, tracking or route optimisation based on machine learning, autonomous drones | ☐ | ☐ |
| e) ICT security<br>e.g. face recognition for authentication, prevention and detection of IT security incidents based on machine learning | ☐ | ☐ |
| f) Finance, accounting, controlling<br>e.g. automation of invoice processing, analyses of financial data | ☐ | ☐ |

Continue on the **next page.**

g) Research and development as well as innovation activities
e.g. analyses of data, optimization of experimental designs, smart devices taking measurements autonomously, product development based on machine learning — Yes ☐ No ☐

**5.3 How did your enterprise acquire the AI technologies used?**

a) They were developed by own persons employed — Yes ☐ No ☐

Including persons employed in parent or affiliate enterprises.

b) Commercial software or systems were customised to the requirements of the enterprise by own persons employed — Yes ☐ No ☐

Including persons employed in parent or affiliate enterprises.

c) Open-source software or systems were customised to the requirements of the enterprise by own persons employed — Yes ☐ No ☐

Including persons employed in parent or affiliate enterprises.

d) Off-the-shelf commercial software or systems were purchased (without further customisation) — Yes ☐ No ☐

e) External providers were contracted to develop or customise them — Yes ☐ No ☐

**5.4 Does your enterprise have a policy related to AI technologies?** — Yes ☐ No ☐

If you answered “No” to question 5.4, continue with **question 5.6.**

**5.5 What is set out in this policy?**

a) Restrictions to specific AI technologies — Yes ☐ No ☐

b) Restriction of the use of AI technologies to specific tasks or departments of the enterprise — Yes ☐ No ☐

c) IT-security — Yes ☐ No ☐

d) Data protection or legal framework (e.g. EU Artificial Intelligence Act) — Yes ☐ No ☐

e) Measures to protect the enterprise's intellectual property — Yes ☐ No ☐

f) Measures or provisions to ensure the quality of AI products (e.g. verification of sources, check or correction of incorrect, unclear, misleading, or discriminatory AI products) — Yes ☐ No ☐

g) Training or further education of persons employed related to AI — Yes ☐ No ☐

**5.6 How does your enterprise train persons employed regarding artificial intelligence?**

Examples of AI training or further education are: Use of AI technologies; development, programming, implementation, evaluation, support and maintenance of AI technologies; legal frameworks (e.g. data protection, protection of intellectual property, AI Act); ethical aspects.

a) Internal training or further education – in person — Yes ☐ No ☐

b) Internal training or further education – online — Yes ☐ No ☐

c) External training or further education – in person — Yes ☐ No ☐

d) External training or further education – online — Yes ☐ No ☐

e) Learning from colleagues (on-the-job training) — Yes ☐ No ☐

f) Self-study — Yes ☐ No ☐

If you answered “No” to question 5.6, continue with **question 5.10.**

**5.7 Does your enterprise train persons employed regarding artificial intelligence in the following areas?**

| | Yes | No |
|---|---|---|
| a) Use of AI technologies | ☐ | ☐ |
| b) Development, programming, implementation, evaluation, support or maintenance of AI technologies | ☐ | ☐ |
| c) Legal framework (e.g. data protection, protection of intellectual property, AI Act) | ☐ | ☐ |
| d) Ethical aspects | ☐ | ☐ |

➔ Continue with **question 5.10.**

**5.8 Has your enterprise ever considered using any AI technologies?** Yes ☐ No ☐

➔ If you answered "No" to question 5.8, continue with **question 6.1.**

**5.9 Why does your enterprise not use any AI technologies?**

| | Yes | No |
|---|---|---|
| a) Costs too high | ☐ | ☐ |
| b) Lack of relevant knowledge or expertise in the enterprise | ☐ | ☐ |
| c) Incompatibility with existing devices, systems or software | ☐ | ☐ |
| d) Difficulties with availability or quality of the required data | ☐ | ☐ |
| e) Concerns regarding the violation of data protection or privacy | ☐ | ☐ |
| f) Concerns regarding the violation of data protection or privacy | ☐ | ☐ |
| g) Ethical considerations | ☐ | ☐ |
| h) Not useful for the enterprise | ☐ | ☐ |

**5.10 Does your enterprise plan to delegate AI tasks to the following people in the next 12 months that go beyond mere use of AI?**

Examples of AI tasks are:

- Planning, developping, programming, implementing, configuring or evaluating AI technologies
- Supporting, servicing or maintaining AI technologies

| | Yes | No |
|---|---|---|
| a) Persons who already work for the enterprise | ☐ | ☐ |
| b) Persons who work in other enterprise within the group (e.g. parent company) | ☐ | ☐ |
| c) Persons who are newly recruited for this purpose | ☐ | ☐ |
| d) External service providers | ☐ | ☐ |

➔ If you answered "No" to all categories in question 5.10, continue with **question 6.1.**

**5.11 What knowledge or experience should the people who will perform AI tasks beyond mere use of AI in the next 12 months have?**

| | Yes | No |
|---|---|---|
| a) Knowledge or experience in the use of AI technologies | ☐ | ☐ |
| b) Knowledge or experience in the planning or development of AI technologies | ☐ | ☐ |
| c) Knowledge or experience in the implementation or configuration of AI technologies | ☐ | ☐ |
| d) Knowledge or experience in the support or maintenance of AI technologies | ☐ | ☐ |
| e) Knowledge or experience in legal issues related to AI | ☐ | ☐ |

## 6. ICT and sustainability

**6.1 Does your enterprise use ICT systems to reduce energy consumption?** Yes ☐ No ☐

Examples could be:

- Automated systems to improve the energy efficiency of machines or appliances;
- Smart systems to monitor, control and optimise the energy consumption of heating, cooling or lighting

**6.2 Does your enterprise use ICT systems to reduce the materials used (including consumables and durables) or improve the use of recycled materials?** Yes ☐ No ☐

Examples could be:

- Optimising the materials used through computer-aided product design or 3D printers
- Optimising the separation of waste or recyclability of waste through automated sorting
- Optimising water consumption through flow sensors

Reducing paper consumption (e.g. paper for printing) should be excluded.

If you answered “No” to question 6.1 and question 6.2, continue with **question 6.4.**

**6.3 Does your enterprise monitor and quantify the impact of using ICT systems on energy consumption or materials used (e.g. efficiency improvements)?** Yes ☐ No ☐

Examples could be:

- Comparison of energy consumption before and after a digital solution to save energy
- Comparison of the amount of waste before and after computer-aided design optimisation

**6.4 What does your enterprise do with ICT devices such as computers, monitors or mobile phones that are no longer needed?**

| | Yes | No |
|---|---|---|
| a) Dispose of in electronic waste, recycle or return to the seller | ☐ | ☐ |
| b) Keep in the enterprise (e.g. as a spare part or for fear that sensitive data could become public) | ☐ | ☐ |
| c) Sell, give away, donate or return to the leasing enterprise | ☐ | ☐ |

**Thank you for participating in this survey!**

Please send the completed questionnaire by e-mail to **ikt@statistik.gv.at** or by mail to:

Bundesanstalt Statistik Österreich
Direktion Bevölkerung
Forschung und Digitalisierung
Guglgasse 13, 1110 Wien

**Explanation**

[1] Persons employed include self-employed persons and employees as well as family members helping out regularly who have a valid employment contract or contractual relationship in 2024 (including part-time and minimally employed workers). Excluded are employees on parental leave as well as external workers such as independent contractors, consultants or freelancers (paid for their working time, not the work performed), persons with work contracts (paid for the work performed and not for their working time), staff leased through an agency.

[2, 3] Total turnover includes the sum of amounts invoiced (excluding VAT) by the enterprise in exchange for services provided, the sale or the transfer of use of products/goods to third parties. Included are all taxes and duties (excluding VAT) as well as other expenses charged to customers (e.g. transport). Deduct sales deductions (e.g. discounts).